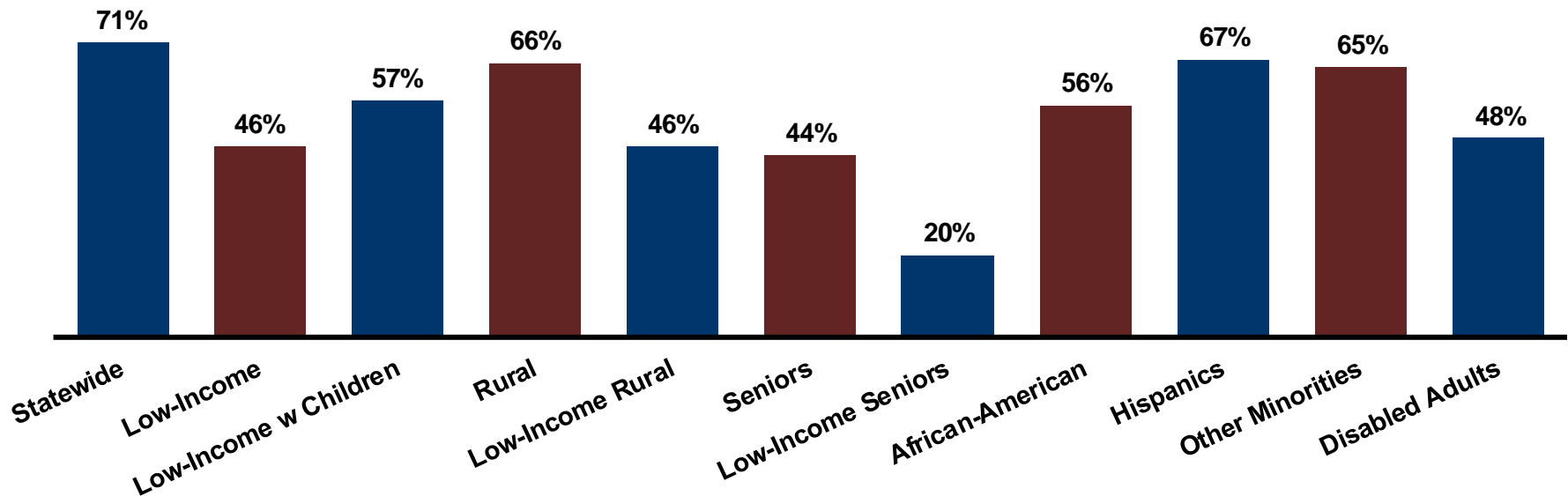




Broadband Adoption by Demographic Group

Broadband adoption in Iowa

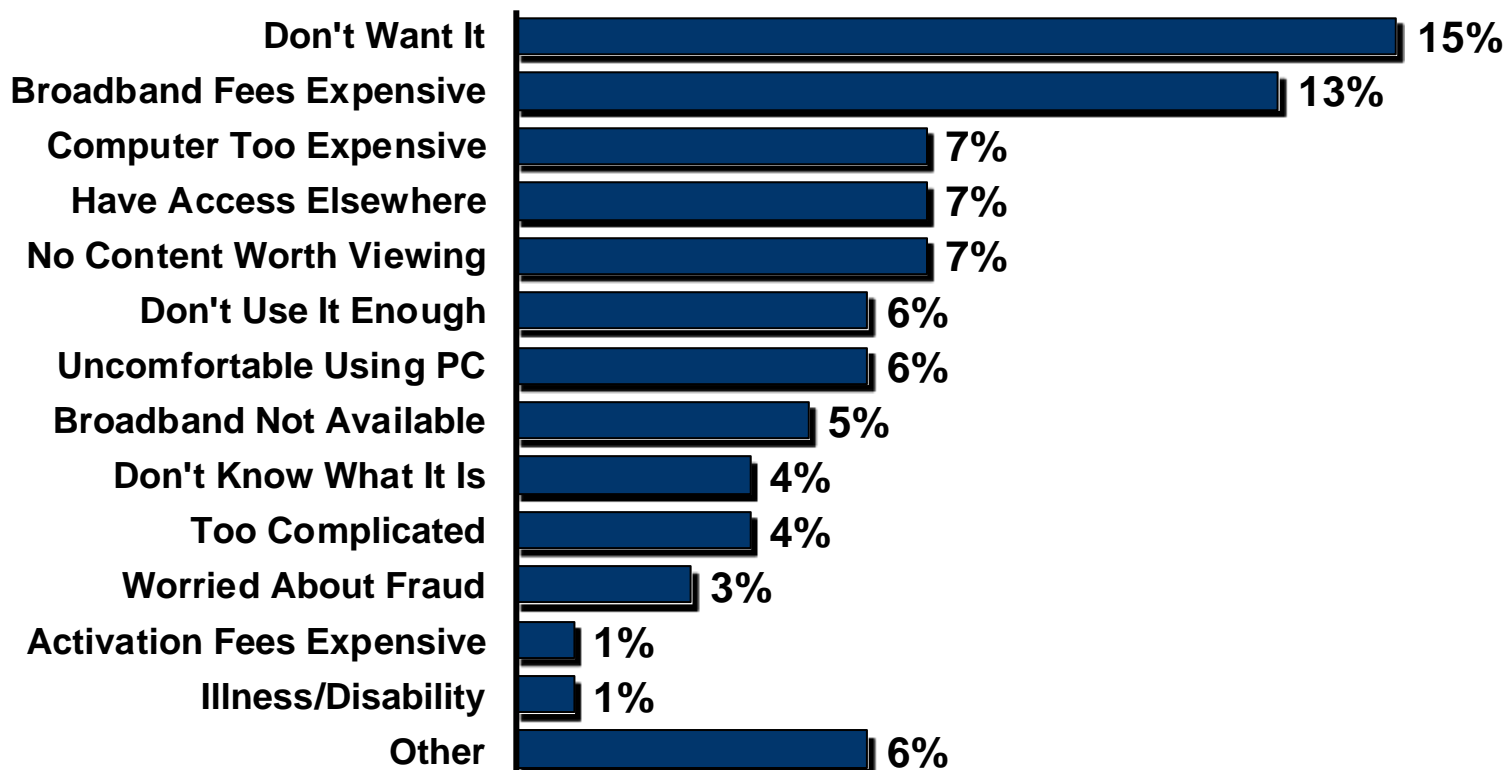


Source: 2012 Connect Iowa
Residential Technology Assessment
www.connectiowa.org



Barriers to Broadband Adoption in Iowa

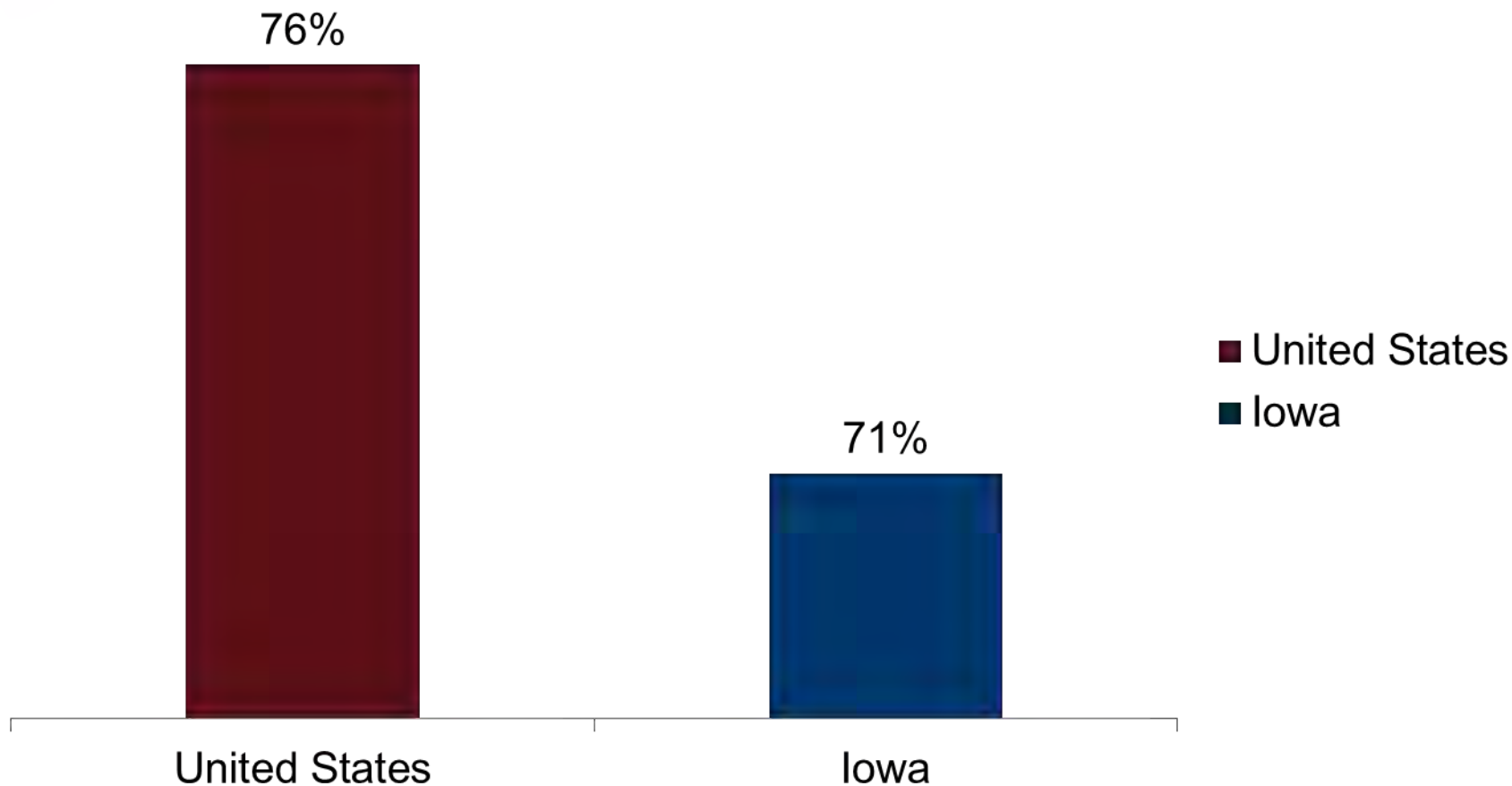
What is the main reason you decided NOT to subscribe to broadband?



Other responses included:
No Computer Access - <1%
Not Fast Enough - <1%

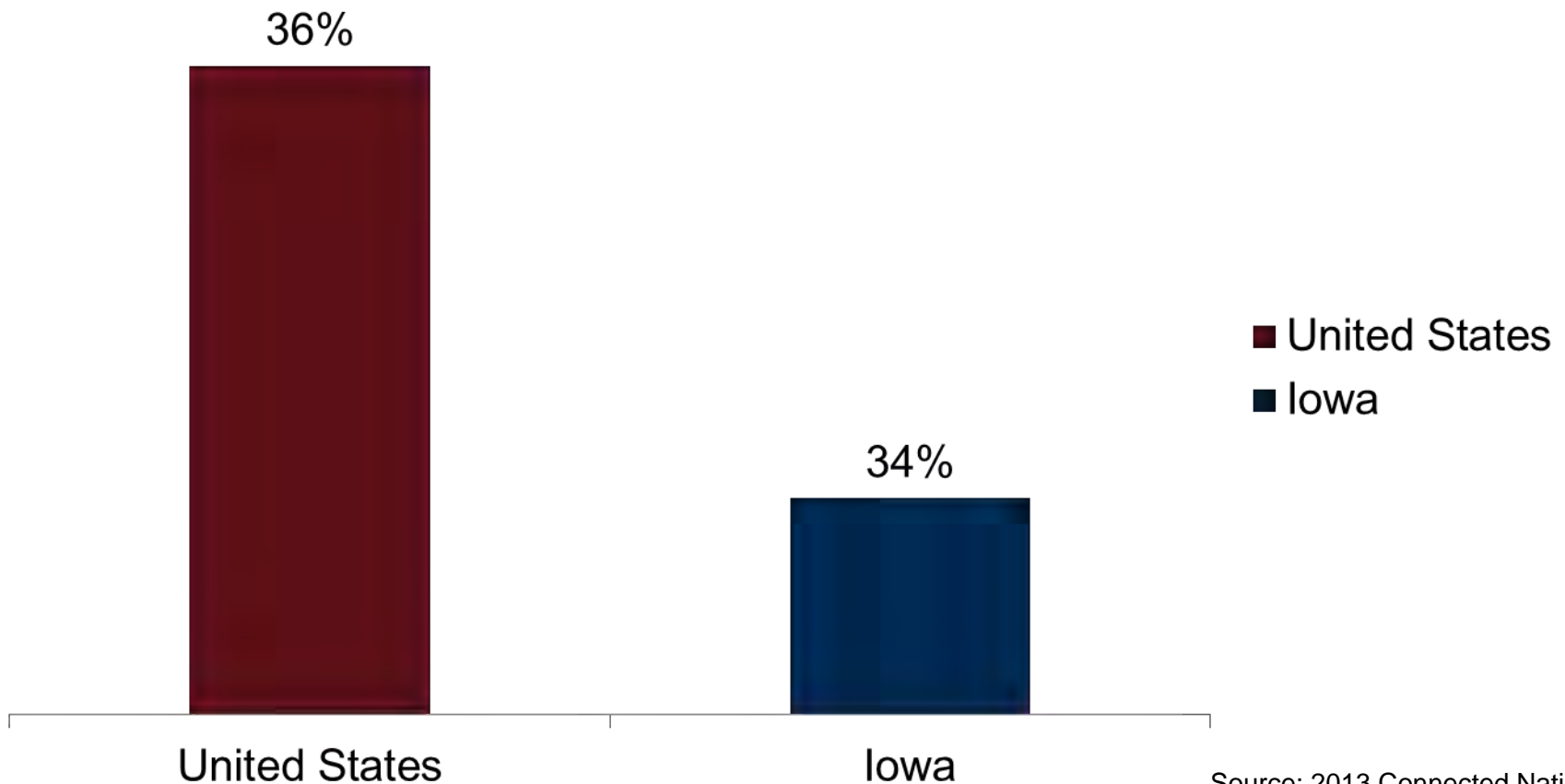
Source: 2012 Connect Iowa
Residential Technology Assessment
www.connectiowa.org

Use broadband at the workplace



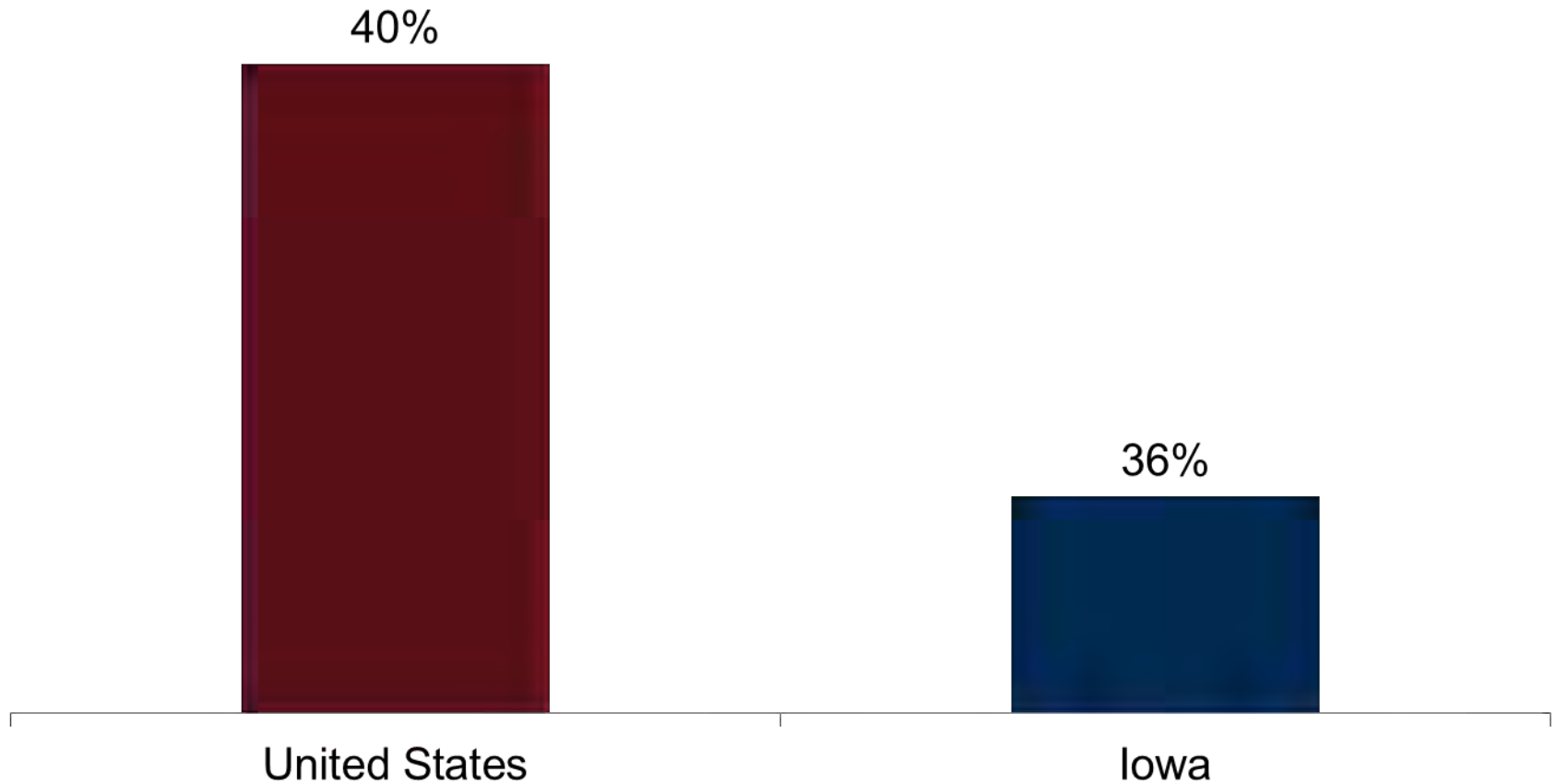
Source: 2013 Connected Nation
Business Technology Assessment
www.connectiowa.org

Percent of businesses that earn revenues from online sales



Source: 2013 Connected Nation
Business Technology Assessment
www.connectiowa.org

**Businesses that report that it is
"Difficult" or "Very Difficult"
to find employees with the necessary training**



Source: 2013 Connected Nation
Business Technology Assessment
www.connectiowa.org